

Educational TV Gets Big Boost in Nation

By REYNOLDS KNIGHT
For the past 10 years educational television has been supported primarily by funds from private foundations, corporations and state and local grants to schools. This period has seen the formation of 62 educational TV stations.

Within the past week, however, the situation has changed significantly. Several items of legislation have opened the way for the growth of educational TV. One bill provides \$32 million in federal funds for the establishment of additional stations; another, considered in the House, would increase the number of television channels from 12 to 82, the new additions being on ultra-high-frequency (UHF) channels.

Proponents of educational TV are optimistic that the new legislation will double the number of education stations within a few years, and some predict as many as 1,000 stations within a decade. One problem still remains: the lack of quality programming on the TV stations has repelled many potential viewers.

DISCOUNTING DEBUT—The burgeoning discount business is in for stiff competition from the latest entry in the low-margin field, Woolco Department Stores, which opens its first unit in Columbus, Ohio, on June 6.

Woolco, a division of the F. W. Woolworth Co., comes on the scene with an army of the latest discounting techniques. The Columbus store will be a modern, one-story, 100,000 square-foot department store featuring self-service and mass display merchandising. It will be a complete department store with merchandise ranging from wearing apparel to furniture. An automotive supply center and a garden supply center will also be featured.

LOCATED IN Columbus Great Southern Shopping Center, the store will be the first of seven to be opened this year, according to Lester F. Davis, Woolco general manager. Additional units are planned at another site in Columbus and in Richmond, Va., in the U.S., and in Sudbury, Brantford, Hamilton and Windsor, all in Ontario, Canada, Davis added. This entry into the low-margin field by the biggest of the variety store chains is being watched with great interest by those in and out of retailing, because it may give strong clues to the direction low-margin retailing will take in the future.

CAMPUS FOREIGN TRADE—A new kind of on-campus "foreign exchange" spreading across the country may have important effects on our future relations with other nations, according to educators and businessmen who have seen it in action.

The People-to-People University program, a movement to build understanding and friendship between American students and visiting foreign students, is now operating on more than 400 American university and college campuses. It was started a year ago at the University of Kansas and flowed over into neighboring Big 8 Conference universities last fall.

IT IS completely student-originated and operated. It has six basic aims: 1. closer and more frequent contact between American students and visiting foreign students; 2. job placement for visiting students; 3. hospitality by the communities in which the campuses are located; 4. forums for discussion between American and visiting students; 5. student ambassador exchange tours of American students and foreign students; and 6. communications to acquaint students with the program and its aims.

The University program is part of the national People-to-People program headed by Gen. Dwight D. Eisenhower.

THINGS TO COME—A completely furnished, four-compartment cabana unit is being promoted by an Arkansas firm. Each compartment in the all-aluminum unit has electric air conditioning, soundproofing, insulation, shower/toilet combination and walnut paneling in addition to furniture, the maker says. A safety device for swimming pools that protects swimmers from shocks or electrocution caused by faulty wiring has been developed. . . . A California firm is marketing a compact car desk with a 12x13 inch writing area and full size correspondence file built in; adjustable legs insure secure positioning, the company claims. . . . A totally automated food "store" has been introduced; the coin-operated "store" sells up to 36 different dry or refrigerated items, can be totally unattended and operates round the clock.

'NO SHOW' PAYS DOUGH—The nation's 11 major trunk airlines, which have been beset by rising costs and static passenger levels, have acted to eliminate one money-losing situation: the no show. Last week, a regulation was passed which permits the carriers to charge a penalty of from \$5 to \$40 to holders of reservations who fail to make a flight and do not cancel their reservations. At the same time, airlines who overbook a flight must also pay a similar fine to those left behind. The new rules apply only to domestic flights.

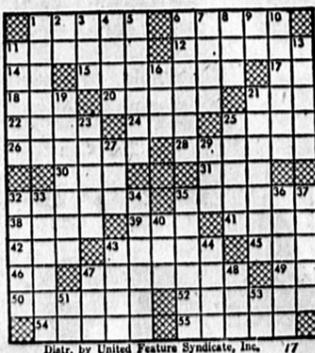
BITS O' BUSINESS—Average first quarter earnings of the major industries declined slightly from 1961 year-end levels, but were substantially higher than earnings of a year ago, a recent business report indicated. . . . Government officials predict a record milk flow of 127.5 billion pounds during the current year. . . . Heavy construction contracts for the first four months this year totaled \$7.1 billion, a 6 per cent increase over last year; housing starts continue sluggish, however.

Youngsters to License Bikes

Sheriff's deputies will start licensing bicycles for Torrance youngsters starting Thursday, May 24. Pre-registration forms will be delivered to each elementary school in the near future. Licensing of bicycles will take place at the schools through June 7.

CROSSWORD PUZZLE

- ACROSS**
- Initial
 - Poker stakes
 - Woolly
 - Less
 - restrained
 - Latin conjunction
 - Hairiest
 - Symbol for curium
 - Unit of Siamese currency
 - At what place?
 - Play on words
 - Withered
 - Consume
 - Fat of swine
 - Earthquake
 - Tallies
 - Arabian garment
 - Perform
 - Military students
 - Country of Europe
 - Retain
 - Cry of goat
 - Jump
 - East
 - Boundary
 - Inlet
 - Pronoun
 - Re-covered inside of
 - Roman Catholic (abbr.)
 - Having branches
 - One who shirks duty
 - Chairs
 - Unmerciful persons



- DOWN**
- More obese
 - Preposition
 - Uncooked
 - Cook slowly
 - Rope by which an animal is fastened

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303 can **15¢**

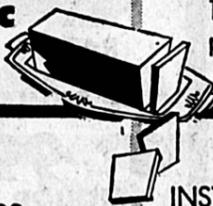
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